

# What-Its-Name Was Major Radio Sponsor During Golden Age

## Part I

Lincoln, Me. (DG)—

A few years ago, I read an interesting article on the Internet about the demise of *American Home Products*. In its heyday, this company was famous for an array of well known products from pain relievers to spaghetti dinners. It was also an unusual situation, because the products were well known, but very few people may have heard of the company.

This lack of recognition also occurred during radio's golden age. *American Home Products* was among the elite group of major sponsors of that time--- yet the company wasn't a household name like *Procter & Gamble*. What you are about to read is the first of a 2-part series to pay a special tribute to *American Home Products*, the major radio sponsor few people heard of.

If you're not familiar with *AHP*, it was the home of *Anacin*, *BiSoDoL*, *Kolynos*, *Aerowax*, *Black Flag*, and *Chef Boy-Ar-Dee*, to name just a few. It would take me a week to list the individual companies that made up *American Home Products*. In order to simplify all this, I'll list *AHP's* major divisions during the golden age. They were *Affiliated Products* (cosmetics); *Whitehall Pharmacal Company* (drug products); *Boyle-Midway* (insecticides and cleaning products) and *American Home Foods* (self explanatory).

Since this is an article on a company few people heard of, the products mentioned here were radio sponsors, but they were not as well known as *Anacin*, *BiSoDoL*, *Kolynos*, *Aerowax*, etc.

**What Jo-cur  
Did for "Discouraged JANE"**

**1 I'M MISERABLE... I LOVE JACK... BUT I DON'T SEEM TO REALLY ATTRACT HIM. I MUST SACK A LOT OF SOMETHING.**

**2 SHE TRIES IT!**

**3 THAT NIGHT - WITH JACK**

**Try This New Waving Method Tonight**

THERE is now a remarkable preparation you can buy at any toilet goods counter with which you can fingerwave your own hair perfectly for 4c. . . It is called JO-CUR Waveset. . . It is the very same French invention noted stage and screen stars use to give their hair the alluring waves you admire so much.

Instead of paying \$2 or more to an expensive hairdresser, try this remarkable discovery yourself. All you do is just wet your hair with JO-CUR and then with a comb and your own fingers you set your hair into perfect waves! In a few minutes . . . you can have the most becoming wave you ever had—literally double the attractiveness of your hair in this easy way!

Remember that JO-CUR is different from any other waveset known. It has a special seed base—which eliminates all stickiness, all grumminess, and will not leave white flakes in the hair. And a JO-CUR wave lasts 7 full days. Try one today. You can get JO-CUR at any drug or department store and at the 10c stores.

**Jo-cur  
WAVESET**

The first *AHP* product is *Jo-Cur Waveset* (pronounced "joker", a.k.a. *Jo-Cur*) from the *Affiliated Products* camp. This product was the pre-aerosol era's answer to hair spray. It was a setting liquid that kept hair in place.

During the mid 1930's, *Jo-Cur* was known as the same French waveset creation many famous stage and screen stars of the era used for their attractive hairstyles. For a fraction of the cost, *Jo-Cur* provided the same quality waveset as the beauty parlor. All that was required was to pour a little *Jo-Cur* on a comb, then apply it to the hair. With the combination of *Jo-Cur*, comb, and human fingers, the *Jo-Cur* user had a professional looking hairstyle in a very short time. Once it was applied to the hair, *Jo-Cur* kept its hold for a week without flaking..

Of the 3 programs I have come across with *Jo-Cur* as the sponsor, one of them has a particular interest. This program was *RICH MAN'S DARLING*, a daytime

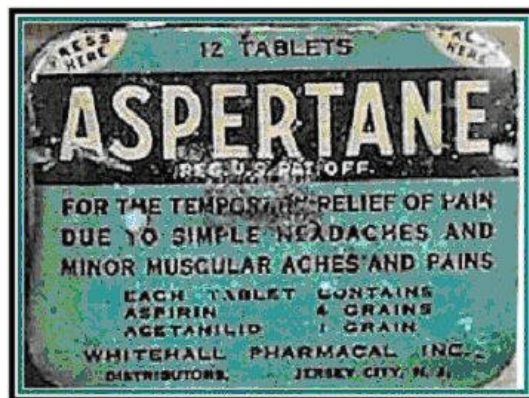
serial program on the **Columbia Network** during the 1935-1936 radio season. It starred Karl Swenson and Peggy Allenby as Packy and Peggy O'Farrell. This program was heard Monday-Friday at 12:45 PM. It was on the air for a little over a year until its final broadcast on Friday, March 26, 1937. The program went off the air, but its main idea was being upgraded for its successor.

The following Monday (March 29, 1937), the listeners heard the first broadcast of **OUR GAL SUNDAY**. Swenson and Ms. Allenby appeared on the new serial, but sadly, **Jo-Cur** didn't. **Anacin** and **Old English Wax** were the new program's sponsors (according To **Radio Guide**, **Anacin** sponsored **OUR GAL SUNDAY** Monday-Wednesday, and **Old English** Thursday and Friday).

Although it wasn't heard much on the radio after **RICH MAN'S DARLING**, **Jo-Cur** was still a popular product. There were still many satisfied **Jo-Cur** users who used either its green or clear wave set liquid for their hair. It remained on the market into the 1960's.

From **AHP's Whitehall Pharmacal Company** division, **Aspertane** was another radio sponsor for a brief time. As of this writing, I have found only 1 radio program this product sponsored--- **Mutual's NEWS & VIEWS WITH JOHN B HUGHES** during the early 1940's. If you never heard of **Aspertane**, don't feel bad--- I didn't either until recently.

Unfortunately, I don't have any print ads or radio commercials for **Aspertane**, so the information given here is based from a picture of the product's tin. Please excuse me if any of this information is incorrect.



**Aspertane** was a pain reliever like **Anacin**. The difference, the dosage in **Aspertane** is larger than its pain relieving counterpart. Inside a regulation **Aspertane** tablet consisted of the combination of 4 grains Aspirin and 1 grain Acetanilid. I am inclined to think it was the era's version of an "Extra Strength Pain Reliever." Of course, **Aspertane** relieved the aches and pains typical humans encountered. Unlike **Anacin**, **Aspertane's** stronger dosage was designed for adults only--- it was not to be given to children at any time.

**Aspertane** was originally sold under the **Blackstone** name and was made by **Blackstone Products Company, Inc.** Why I mention this, **Sterling Drug** (the home of **Anacin's** #1 rival **Bayer Aspirin**) acquired the **Blackstone** line of pain relievers--- except **Aspertane**. When **AHP** acquired **Aspertane**, the **Blackstone** name was dropped from the product's name.

With the limited information given here, **Aspertane** is still a product of mystery. After it concluded its sponsorship of **NEWS & VIEWS WITH JOHN B. HUGHES**, fellow **Whitehall** products **Anacin** and **Kolynos** took over sponsoring of the newscast. It's not known at this time how long **Aspertane** was sold after it sponsored the Hughes newscast.

**AHP's Boyle-Midway** division was the home of **Black Flag**, one of the most popular insecticide brands. Since **Black Flag** was a popular product for killing insect pests, it might be surprising **Boyle-Midway** also made a second insecticide brand--- **FLY Ded**.

Flies have an unpleasant reputation of spreading disease and other unpleasant things. To make things even worse, they enjoy making life miserable for typical human beings by buzzing around the room. If there was a room in the house these pests weren't exactly welcomed, it was the kitchen. With food



being prepared, flies could very easily spread their dirty stuff just by landing on it (**YUK!**). Of course, one solution was to use a fly swatter. It's effective--- as long as a fly wasn't fast enough to escape it. When it wasn't, I won't describe the dead fly's fate, because it's too disgusting. The best alternative to eliminate flies was our hero in the orange and blue can, **FLY Ded**. Just spray in the air with the handy **FLY Ded** sprayer, and flies seem to disappear from the room--- or kick the bucket! **FLY Ded** eliminated the flies with a pleasant scent that didn't drive the family members outside the house. In a nutshell, no other spray could do more than **FLY Ded**--- most do less! **FLY Ded** was one of the **Ded** line of bug killers. There was a **Ded** insecticide for just about every insect pest. Along with **FLY Ded**, there was also **ROACH Ded**, **MOTH Ded**, **ANT Ded**, **BUG Ded**, and **FLEA Ded**. Quality **Ded-ly** products for insect pests at a reasonable price. For a company that wasn't well known, **American Home Products** had a lot of quality products during radio's golden age. That is why this is a 2-part article. In the near future, my website (dg125.com) will have Part II of this series with more products from this amazing company.